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November 3, 2006

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REFERENCE NO

53051/288305

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1. Transmittal Form PTO/SB/21;
2. Supplemental Information Disclosure Statement (2 pgs.); and
3. PTO/SB/08A (1 pg.)

Applicants: Simon TONG and Mark PEARSON  
U.S. Serial No.: 10/661,741  
For: Methods and Systems for Improving a Search Ranking Using  
Population Information and Click Data  
Examiner: Cheryl Renea LEWIS  
Art Unit: 2167

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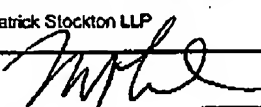
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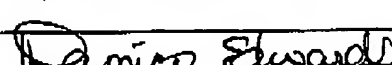
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/661,741	
	Filing Date	September 12, 2003	
	First Named Inventor	Simon TONG et al.	
	Art Unit	2167	
	Examiner Name	LEWIS, Cheryl Renea	
Total Number of Pages in This Submission	4	Attorney Docket Number	53051/288305

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): - PTO/SB/08 (1 Sheet)
<b>Remarks</b>  		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Kilpatrick Stockton LLP		
Signature			
Printed Name	Michael J. Turton		
Date	November __, 2006	Reg. No.	40,852

CERTIFICATE OF TRANSMISSION/MAILING			
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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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APPLICANTS: Simon TONG et al.

SERIAL NO.: 10/661,741 Group Art Unit: 2167

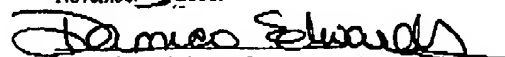
FILED: September 12, 2003 Examiner: LEWIS, Cheryl Renea

FOR: METHOD AND SYSTEMS FOR IMPROVING A  
SEARCH RANKING USING POPULATION  
INFORMATION AND CLICK DATA

Attorney Docket No.: 53051/288305

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Damico Edwards

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**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with Rules 56, 97 and 98 of the Rules of Practice in Patent Cases (37 C.F.R. §§ 1.56, 1.97, and 1.98), the publications listed on the enclosed Form PTO/SB/08 are cited for consideration by the Examiner.

Submission of the references provided in this Supplemental Information Disclosure is not intended to constitute an admission that any reference referred to herein is prior art for this invention unless specially designated as such. Also, in accordance

U.S. Patent Application Serial No. 10/661,741  
Filed: September 12, 2003  
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT  
Page 2

with 37 C.F.R. § 1.97(g), the filing of this Supplemental Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

**Certificate**

It is hereby certified, under 37 CFR § 1.97(e)(2), that no item of information contained in the accompanying Supplemental Information Disclosure Statement was first cited in communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the statement after making reasonable inquiry, no item of information contained in the accompanying Supplemental Information Disclosure Statement was known to any individual designated in 37 CFR § 1.56(c) more than three months prior to the filing of said statement; therefore, no fee is believed to be due. If a fee is due, the Commissioner is authorized to charge such fee and any additional fees that may be due or credit any overpayment to Deposit Account No. 11-0855.

Respectfully submitted,



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